

**FOR IMMEDIATE RELEASE**

Wednesday, May 22, 2024



**CONTACT:**

Karina Rivera, Alameda Alliance for Health

510-499-3419

krivera@alamedaalliance.org

---

**ALAMEDA ALLIANCE FOR HEALTH ANNOUNCES NEW BOARD MEMBER**

Wendy Peterson was appointed to the Long-Term Services and Supports Seat.

**Alameda, CA** – Alameda Alliance for Health (Alliance), the local health plan that administers access to health services to over 400,000 Alameda County residents, announced today that Mrs. Wendy Peterson has been appointed to the Alliance Board of Governors. The board is the governing body of the Alliance and consists of 19 board members who represent specific stakeholder groups including physicians, community health clinics, local hospitals, and other Alameda County health partners.

Last fall, the Alameda County Board of Supervisors adopted an ordinance adding four additional seats to the Alliance Board of Governors, including a subject-matter expert seat to represent Long-Term Services and Supports – which Mrs. Peterson is now serving.

“With nearly three decades of advocating for services for older adults, Mrs. Peterson will provide a much-needed aging policy lens to our Board of Governors,” said Matthew Woodruff, Alliance CEO. “Her depth of knowledge will be a huge asset to the Alliance and to our aging members.”

Mrs. Peterson is the Director of the Senior Services Coalition of Alameda County, which represents providers of health and supportive services for older adults throughout the county. The Coalition and its members advance policy change and collaborative initiatives to improve the lives of older adults and their families. Together, members of the Coalition serve over 90,000 older adults. Mrs. Peterson serves on the leadership team for the Alameda County Council for Age-Friendly Communities and helped develop the 2016 and 2020 Countywide Area Plan and advancing the Board resolution designating Alameda County an Age-Friendly County. She also serves on various organizational boards that serve older adults in Alameda County.

“I am honored to join the Alliance Board of Governors and look forward to working with my colleagues to serve the diverse communities that make up Alameda County,” said Mrs. Peterson, newly appointed Alliance Board Member.

To learn more about the Alliance, visit us at <http://alamedaalliance.org/>.

###

### **About Alameda Alliance for Health**

Alameda Alliance for Health (Alliance) is a local, public, not-for-profit managed care health plan committed to making high quality health care services accessible and affordable to Alameda County residents. Established in 1996, the Alliance was created by and for Alameda County residents. The Alliance Board of Governors, leadership staff, and provider network reflect the county’s cultural and linguistic diversity. The Alliance provides health care coverage to over 400,000 low-income children and adults through National Committee for Quality Assurance (NCQA) accredited Medi-Cal and Alliance Group Care programs.